

A close-up photograph of a young girl with brown hair and blue eyes. A doctor's hands are visible, using a black otoscope to examine her ear. The girl is looking slightly to the right with a neutral expression.

Market Report

**Child Chronic
Ear Infection**

Objective

- Gather additional survey data to evaluate potential product and app offerings being considered by Photonicare
- Use Facebook & Instagram ads to attract candidates and direct them to a dedicated landing page in order to complete an online screening survey

Acquisition Metrics

- 51 leads, 49 total survey completions

Campaign Dates

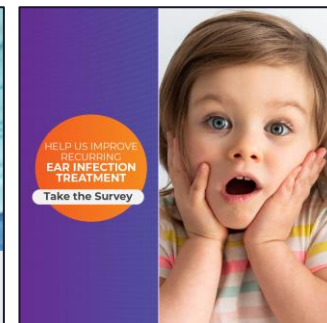
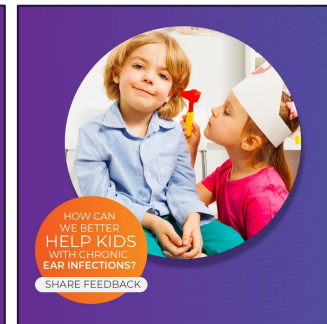
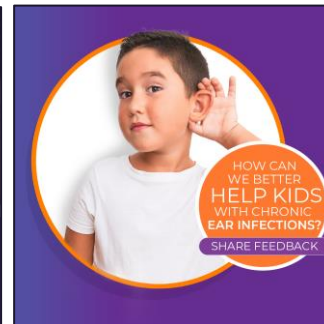
- Ads ran July 7–9th, 2020
- Targeted US women, who were Facebook identified as parents or grandparents and those with an interest in parenting (based on prior Pressure Test)



Process

- 6 Facebook ads that point to a unique landing page with an embedded survey
- One 33-question screening survey designed based on planned product features
- Thank-you page with links to educational information on ear infections
- The ad images featured engaging graphic imagery designed to capture the attention of, and resonate with, the caregiver population
- Ad copy tested 2 key word concepts and text to find the most appropriate and engaged potential participants

Image Assets Tested



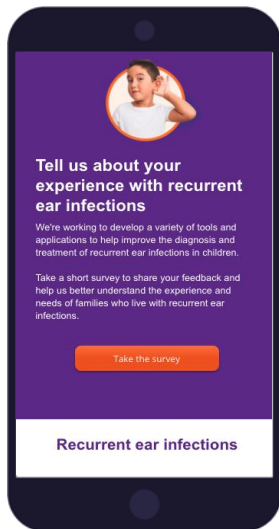
Attract patients who need treatment

Optimized to ensure high consumer engagement

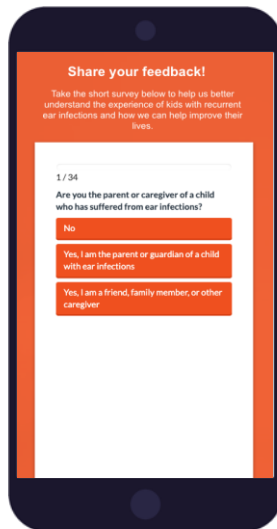
Social Media



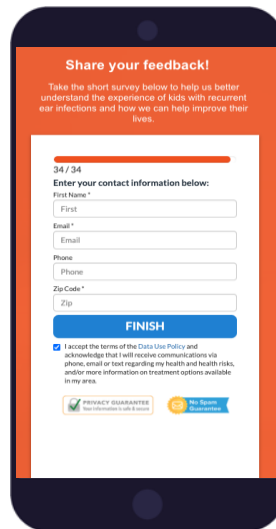
Landing Page



Symptoms



Submit



Our Goals



Generate clicks with illustrated ads that stand out in social newsfeed



Optimize percentage of respondents who complete survey with engaging experience

Attract

Engage


Qualify

Collect

Health Treatment Solutions
July 6 at 5:05 PM · 🌐

We're asking caretakers of children who suffer from chronic ear infections to share their feedback about their experience. We want to use this information to develop options that will improve the lives of these kids and their families.

Complete a short survey to help us better understand what families need and how we can help. Thank you!



HELP US IMPROVE RECURRING EAR INFECTION TREATMENT

[Take the Survey](#)

HEALTHTREATMENTSOLUTIONS.COM

Take the Survey
Tell us how we can help kids with recurring ear infections

[Learn More](#)

👍👎🗨️ 29 4 Comments 9 Shares

Health Treatment Solutions
July 6 at 5:04 PM · 🌐

We're asking caretakers of children who suffer from chronic ear infections to share their feedback about their experience. We want to use this information to develop options that will improve the lives of these kids and their families.

Complete a short survey to help us better understand what families need and how we can help. Thank you!



HELP US IMPROVE RECURRING EAR INFECTION TREATMENT

[Take the Survey](#)

HEALTHTREATMENTSOLUTIONS.COM

Take the Survey
Tell us how we can help kids with recurring ear infections

[Learn More](#)

👍👎🗨️ 21 5 Comments 13 Shares

Performance

Ad (Left):

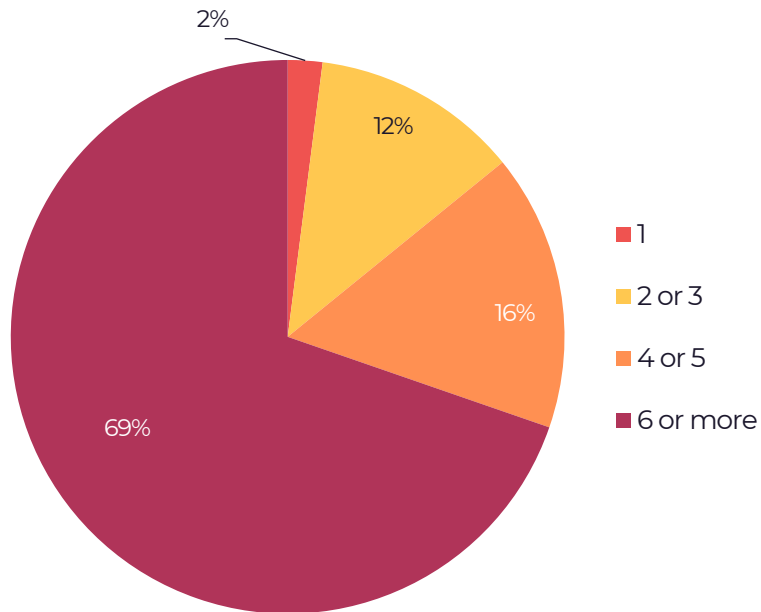
31 leads generated
484 link clicks
2.28% click-through rate

Ad (Right):

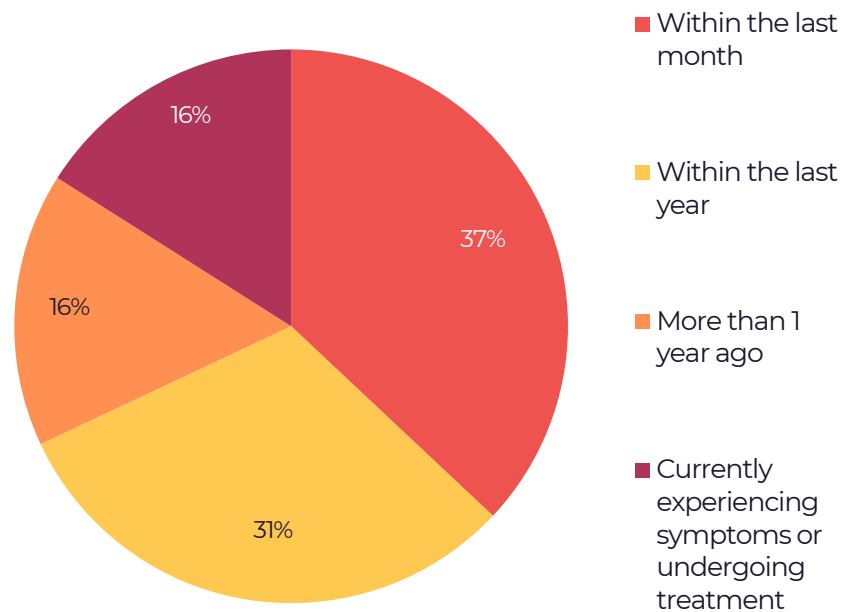
15 leads generated
270 link clicks
2.31% click-through rate

- Our “B” copy variant “Help us improve recurrent ear infection treatment” seemed to outperform “How can we better help kids with chronic ear infections?”
- These images that most clearly focused on the ear/ear examination performed best

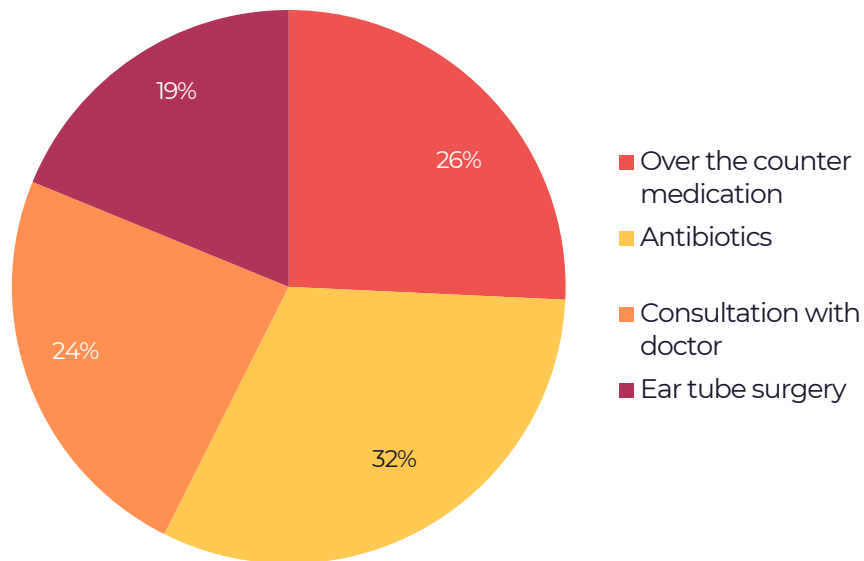
How many ear infections has the child experienced?



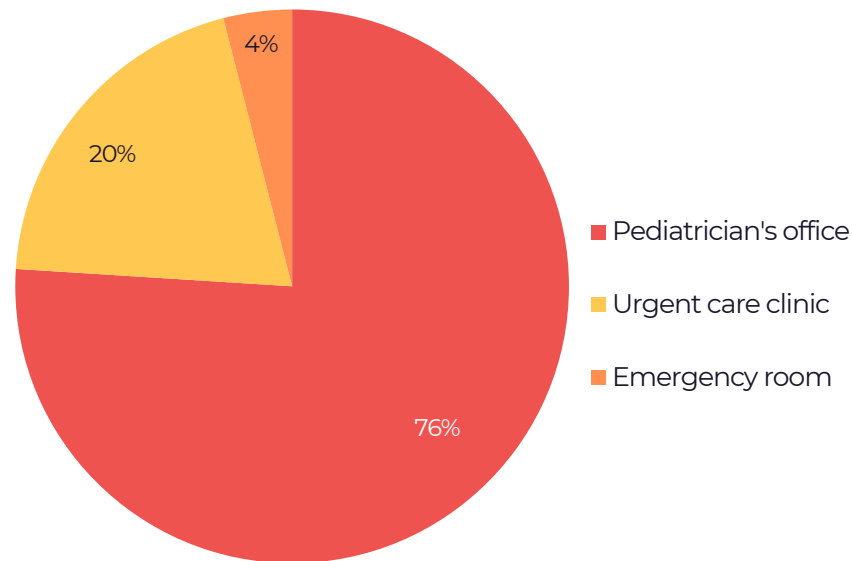
When was the child's most recent ear infection?



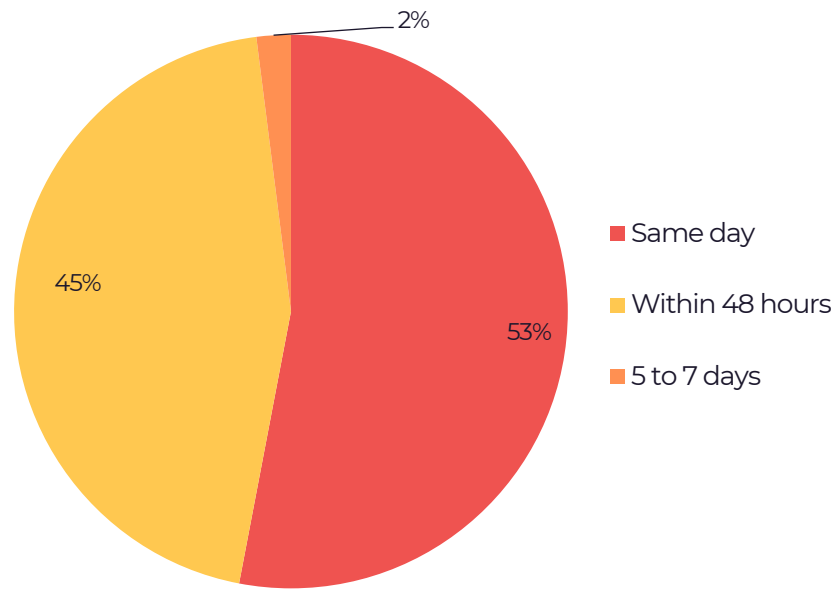
Has your child's doctor ever prescribed or recommended any of the ff:



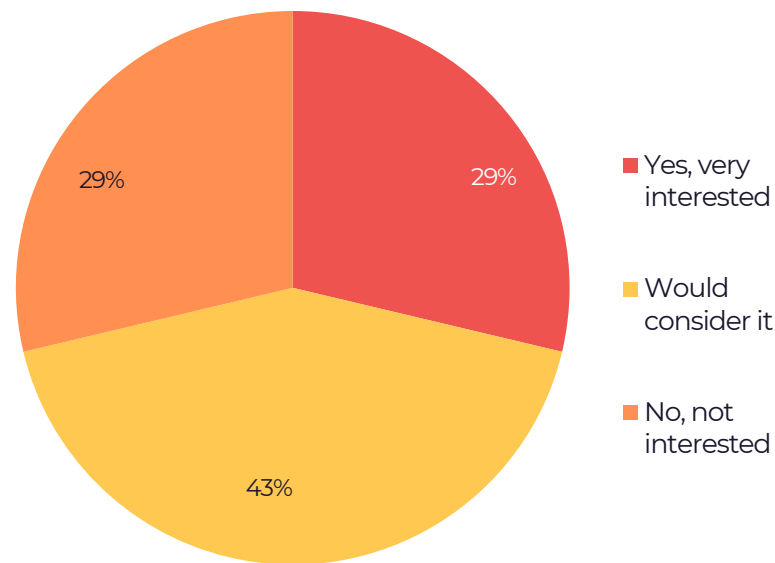
Where do you usually go if you think your child may have an ear infection?



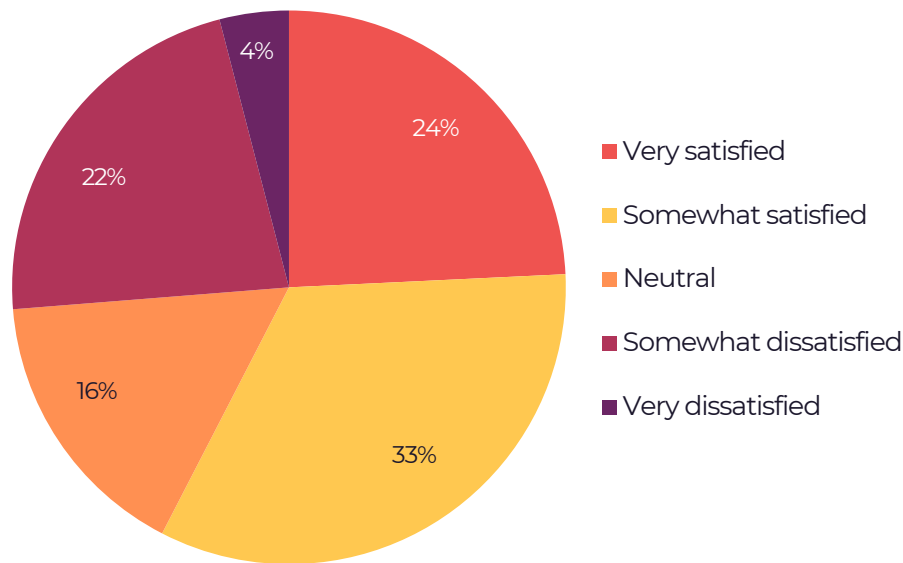
How quickly do you think your child needs to see a doctor if you suspect an ear infection?



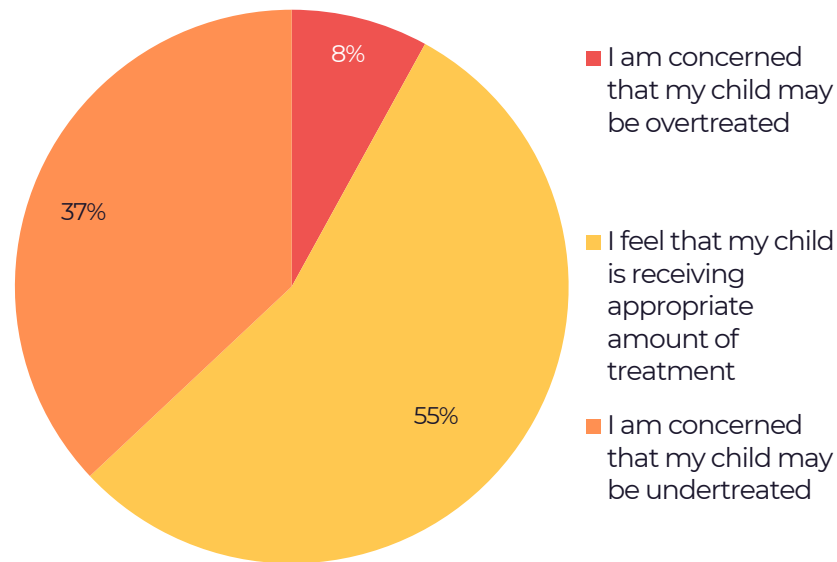
Would you be interested if your doctor offered to assess your child's ear pain via phone or video call?



How happy are you with your child's treatment for ear infections so far?



Do you feel that your child is receiving appropriate level of treatment?



Summary and Conclusion

- **83bar can identify and activate motivated parents and caregivers of children with recurrent ear infections.** These patients are willing to learn about new therapeutic options and share their experiences.
- **Knowing when a child needs medical treatment and the impact of ear pain on sleep are the most challenging aspects for these families.** Cost of treatment and ease of accessing treatment were less of a concern.
- **Diagnostic devices were more appealing than purely application-based solutions.** Finding information and support regarding their kids' ear infections and support was not a significant challenge.
- **Post-COVID, parents have changed their healthcare behavior.** 56% report increased reluctance to visit medical locations, 32% show increased openness to telehealth. However, some reluctance to telehealth for assessment of pediatric ear pain remains as 29% of respondents said they weren't interested in this approach.



For more information email
www.83bar.com

© 2021 83bar Inc Austin, TX